

RateSetter Supports the Future of Arts and Culture with Creative Industry Finance

RateSetter is the first peer-to-peer platform to partner with Creative Industry Finance

9 April, 2015: The UK's leading Peer-to-Peer (P2P) lender based on 2014/15 figures, RateSetter¹, has joined forces with Creative Industry Finance to help artistic and cultural enterprises secure funding.

The UK's creative sector is worth a staggering £71 billion per year to the economy². However, while creativity thrives in the UK, a lack of finance means many enterprises struggle to make the step from executing successful projects to becoming sustainable creative businesses.

Creative Industry Finance is funded by Arts Council England and delivered by Creative United – a Community Interest Company designed to primarily support the creative economy in the UK through a range of products. The unique programme provides tailored business support and access to finance options to enable the growth and development of the cultural and creative industries in England.

By offering innovative P2P finance solutions to creative businesses, RateSetter will be the first of its kind to join Creative Industry Finance's existing network of lenders and help fund the future of this thriving industry. Since the nationwide launch last year, over 50 businesses to date have been supported by Creative Industry Finance and there is room for further support.

RateSetter's ground-breaking partnership with Creative Industry Finance is one of a number of disruptive partnerships powered by the P2P lender. The platform also works with giffgaff and Commuter Club to provide alternative methods of financing everyday necessities such as mobile phones and travel. This new partnership with Creative Industry Finance demonstrates the variety of sectors powered by RateSetter and builds on the platform's #MakeTodayPay campaign, a nationwide call to action, encouraging people to take small actions to make a difference to their lives.

RateSetter's Founder and CEO, Rhydian Lewis commented: "The UK's creative industries span a multitude of disciplines which are important drivers for economic success. Our partnership with Creative Industry Finance shows the potential of peer-to-peer lending to bring together different sectors, recognising artistic enterprises' place on the world stage.

"The driving ethos behind launching RateSetter was our belief that there must be an alternative to financing loans that offer customers a better deal. This is a fantastic opportunity to support a vital part of the UK's economy, fostering innovation and helping to take creative ideas to fruition."

Sarah Thirtle, Head of Business Lending Programmes at Creative United, said: "The country's creative and cultural businesses have described facing barriers to accessing finance. Our mission is to support the growth and development of the sector by unlocking new sources of finance by working with partners from across the public and private sectors.

"We're delighted to welcome RateSetter to our lending partner network. This means we will be able to offer an even greater choice of finance options to the companies we are supporting under our

¹ Based on 2014/15 monthly volumes <http://www.altfi.com/data/indices/UKvolume>

² Department for Culture, Media & Sport - 2014

Creative Industry Finance programme, helping us to better meet their business needs and fuel their growth potential.”

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About RateSetter

RateSetter is the market leader in the burgeoning UK P2P sector. It offers a ground-breaking proposition that lets lenders set the interest rates they want via a fair online platform.

Its pioneering Provision Fund was the first of its type in the P2P industry in the UK to help protect savers against the risk of borrower default. It is also the largest at over £13m and no lender has lost a penny since its 2010 launch, a unique feat amongst the major P2P platforms.

RateSetter is the future of the loans market – no banks, low fees and market-beating rates. It has a range of market-beating rates over one month, one-, three- and five-years.

RateSetter is an entrepreneurial company, established in October 2010, with the aim of improving the options for Britain’s lenders and borrowers. The business grew at 192% from 2012 to 2014 compared to overall sector growth of 108% (Nesta figures), making it the fastest growing major peer-to-peer company in the UK.

RateSetter is authorised and regulated by the Financial Conduct Authority.

About Creative Industry Finance

Creative Industry Finance is an Arts Council England funded initiative offering business development support and access to finance for creative industry enterprises. The programme is operated by Creative United, a Community Interest Company established to provide support to cultural and creative businesses. Sectors that are supported by the initiative include; architecture, crafts, games, fashion, design, digital media, web, film, festivals and events, TV, radio, music, performing arts, publishing, literature, visual arts and photography.

Creative Industry Finances pilot programme ran for two years and provided free business development support and loans to micro, small and medium size creative industry enterprises in London, Yorkshire and the Humber. Fifty seven businesses received direct loans and more than thirty accessed additional finance elsewhere. In total the value of business growth to businesses supported in the first year of the programme was £1,000,000. Loans were delivered in partnership with the East London Small Business Centre and Key Fund in Yorkshire, which support the development and growth of creative businesses in their regions.

Following the success of the pilot and with the support of Arts Council England, Creative Industry Finance launched across England on 23 September 2014 making applications available online. Since then Creative Industry Finance has financially supported a range of businesses and provided nearly 200 hours of business support.

For more information, please visit www.creativeindustryfinance.org.uk

About Creative United:

Creative United has been established with support from Arts Council England to provide a range of financial products and services designed to enable the growth and development of the UK’s cultural and creative industries. Their mission is to build a sustainable and resilient creative economy, making the arts accessible to all. In doing so, they help the creative sector to understand how best to take advantage of the finance opportunities open to them, and enable their finance partners to build their experience and interest in working with creative and cultural enterprises.

They provide creative businesses and cultural organisations with access to a range of commercial tools, finance options, business skills and marketing channels designed to drive sales revenues and allow them to maximise their commercial potential.

As a Community Interest Company, Creative United's focus is on delivering a combination of strong social and financial returns.

Creative United's publicly funded programmes include:

- Own Art – interest free loans for the purchase of contemporary art and craft
- Take it away – interest free loans for the purchase of musical instruments
- Creative Industry Finance – business support and access to finance for creative enterprises

For more information, please visit www.creativeunited.org.uk

About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. They support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Between 2011 and 2015, Arts Council England will invest £1.4 billion of public money from government and an estimated £1 billion from the National Lottery to help create these experiences for as many people as possible across the country.

"Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better."

For more information, please visit www.artscouncil.org.uk